



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Potholm
201 North Union Street
Suite 200
Alexandria, VA 22314

Contract # 327815

Schedule Dates

08/21/12-08/27/12

Advertiser

Smith, Tom/R/SEN/PA (15776)

Agency

SRCP - Stevens Reed Curcio & Potholm (2056)

Product

Political - Federal Candidate (1067)

Brand

POL/T SMITH/R/SEN/PA (114155)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

VONDERHEID,BETSY

Phone/Fax

/

CPE

11/15/214

Account Types

National/Political

Billing Type

Standard

Comments

TOM SMITH 8/21
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 08/20/12

Last Modified 08/21/12

Entered By Jennifer Stewart

CO-OP Yes

Headline # 06287540

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$3,303.75

Net Total \$18,721.25

Sales Tax

Pittsburgh (WPXI)

By Broadcast Month

Aug. 2012 31

Sep. 2012 7

Grand Total: 38

Rate

\$17,075.00

\$4,950.00

\$22,025.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/21/12-08/24/12	5	:30	10A- Ellen	3		X	X	X	X			3	\$325.00	\$975.00	Pittsburgh (WPXI)	ELLEN/1	8/20/12
2.0	Normal Line / Spot	08/21/12-08/24/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P	2		X	X	X	X			2	\$1,250.00	\$2,500.00	Pittsburgh (WPXI)	LATE NEWS/2	8/20/12
3.0	Normal Line / Spot	08/21/12-08/24/12	5	:30	11:59A- Channel 11 News At Noon			1	1	1	1			4	\$275.00	\$1,100.00	Pittsburgh (WPXI)	NOON NEWS/3	8/20/12
4.0	Normal Line / Spot	08/21/12-08/24/12	5	:30	4P- Judge Judy 4p			1	1	1	1			4	\$300.00	\$1,200.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/4	8/20/12
5.0	Normal Line / Spot	08/21/12-08/24/12	5	:30	5P- 5:30P (EST)	2		X	X	X	X			2	\$550.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 5-530P/5	8/20/12
6.0	Normal Line / Spot	08/21/12-08/24/12	5	:30	5:58P- Channel 11 News At 6pm M-F			1	1	1	1			4	\$700.00	\$2,800.00	Pittsburgh (WPXI)	NEWS 6-630P/6	8/20/12
7.0	Normal Line / Spot	08/21/12-08/24/12	5	:30	5:59A- Channel 11 News 6am			1	1	1	1			4	\$600.00	\$2,400.00	Pittsburgh (WPXI)	NEWS 6-7A/7	8/20/12
8.0	Normal Line / Spot	08/21/12-08/24/12	5	:30	6:59P- Jeopardy	2		X	X	X	X			2	\$1,100.00	\$2,200.00	Pittsburgh (WPXI)	JEOP 7-730P/8	8/20/12
9.0	Normal Line / Spot	08/21/12-08/24/12	5	:30	7A- Today Show			1	1	1	1			4	\$525.00	\$2,100.00	Pittsburgh (WPXI)	TODAY 7-9A/9	8/20/12
10.0	Normal Line / Spot	08/21/12-08/24/12	5	:30	9A- Today Show 9a	2		X	X	X	X			2	\$350.00	\$700.00	Pittsburgh (WPXI)	TODAY SHOW 9-10A/10	8/20/12
11.0	Normal Line / Spot	08/27/12-08/27/12	5	:30	11:59A- Channel 11 News At Noon		1							1	\$275.00	\$275.00	Pittsburgh (WPXI)	NOON NEWS/11	8/20/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Contract # 327815

Schedule Dates 08/21/12-08/27/12
Advertiser Smith, Tom/R/SEN/PA (15776)
Agency SRCP - Stevens Reed Curcio & Potholm (2056)
Product Political - Federal Candidate (1067)
Brand POL/T SMITH/R/SEN/PA (114155)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name VONDERHEID,BETSY
Phone/Fax /
CPE 11/15/214
Account Types National/Political
Billing Type Standard
Comments TOM SMITH 8/21
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

SRCP - Stevens Reed Curcio & Potholm
201 North Union Street
Suite 200
Alexandria, VA 22314

Date Entered 08/20/12
Last Modified 08/21/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06287540
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,303.75
Net Total \$18,721.25
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month Spots Rate
Aug. 2012 31 \$17,075.00
Sep. 2012 7 \$4,950.00
Grand Total: 38 \$22,025.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Spot	08/27/12-08/27/12	5	:30	4P- Judge Judy 4p	1	1							1	\$300.00	\$300.00	Pittsburgh (WPXI)	JUDY 4-430P/12	8/20/12
13.0	Normal Line / Spot	08/27/12-08/27/12	5	:30	5:58P- Channel 11 News At 6pm M-F	1	1							1	\$700.00	\$700.00	Pittsburgh (WPXI)	NEWS 6-630P/13	8/20/12
14.0	Normal Line / Spot	08/27/12-08/27/12	5	:30	5:59A- Channel 11 News 6am	1	1							1	\$600.00	\$600.00	Pittsburgh (WPXI)	NEWS 6-7A/14	8/20/12
15.0	Normal Line / Spot	08/27/12-08/27/12	5	:30	7A- Today Show	1	1							1	\$525.00	\$525.00	Pittsburgh (WPXI)	TODAY SHOW 7-9A/15	8/20/12
16.0	Normal Line / Spot	08/27/12-08/27/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P	1	1							1	\$1,250.00	\$1,250.00	Pittsburgh (WPXI)	LATE NEWS/17	8/21/12
17.0	Normal Line / Spot	08/27/12-08/27/12	5	:30	7:30P- WHEEL OF FORTUNE	1	1							1	\$1,300.00	\$1,300.00	Pittsburgh (WPXI)	WHEEL 730-8P/25	8/21/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.